



Maternal and Child Health Bureau

November 25, 2014

Dear MIECHV Grantees:

As maternal and child health (MCH) leaders overseeing the provision of important services to our country's most vulnerable families, we are asking you to support HRSA's efforts to increase public access to health insurance available through the Health Insurance Marketplace. Home visiting programs and their staff play an important role in supporting HRSA's outreach and enrollment efforts to increase access to critical preventive services for MCH populations.

Health insurance status is a required benchmark for all MIECHV grantees, and therefore, MIECHV grantees are in a unique position to monitor access to health insurance for families enrolled in the home visiting program and their extended family members and friends. Please support HRSA's efforts by assessing performance of home visiting programs in this important benchmark area and distributing materials in this letter to the leadership and staff of your local home visiting programs.

Open enrollment in the Health Insurance Marketplace began on November 15, 2014. There are some important steps that local home visiting programs can take to educate families about health insurance and important preventive health services during the open enrollment period, including the following:

Help Spread the Word

- During home visits discuss with families, discuss the importance of health insurance of family members who do not qualify for Medicaid, federally or state subsidized health insurance programs;
- Direct families to www.HealthCare.gov (Spanish: CuidadoDeSalud.gov) or visit the website with families during home visits to learn about the Health Insurance Marketplace. **Families may also learn more by phoning the call center** at 1-800-318-2596 (TTY: 1-855-889-4325). Assistance is available 24/7 to answer questions, learn about open enrollment, and sign up for private health insurance.
- Direct family members to www.HealthCare.gov (Spanish: CuidadoDeSalud.gov) to enroll in health insurance coverage and to sign up for email and text alerts with important reminders;
- If a person has health coverage through the Marketplace, **it's time for them to review their plan and decide if they need to make changes for 2015**. A person can choose to stay in their current plan (as long as it's still offered) or make changes. If a person

does not take action by December 15, 2014, they might miss out on better deals and cost savings. Learn more about reenrollment at Healthcare.gov.

- Additional resources for MCH populations include:
 - [Insure Kids Now](#)
 - [Helping New Parents Enroll Their New Children in the Marketplace](#)
 - [Tips for Assisting Young Adults Enrolling in the Marketplace](#)
 - [HRSA Affordable Care Act Website](#)

Disseminate Materials

- Home visiting programs can disseminate materials available at <https://marketplace.cms.gov/> to their families receiving home visiting services and community partners.
- [Infographics](#) and [Videos](#) can run on short-circuit TV networks in waiting rooms of offices and on agency YouTube channels. Urge partners to do the same.
- [Widgets and Badges](#) may be placed on your e-newsletters, agency websites, email signature and consumer facing websites.
- [Written materials](#) like brochures, fact sheets, posters, postcards, and checklists can be shared with families and community partners, or [order printed copies](#) of materials to share with your community.

Educate newly insured families about primary and preventive care

- Numerous resources are available to help families with new health insurance coverage of any type understand their insurance benefits and connect to primary care and the preventive services that are right for them. Materials are available through the [Coverage to Care Initiative](#).

Connect through social media

- Join the discussion at [Facebook.com/HealthCare.gov](https://www.facebook.com/HealthCare.gov)
(Spanish: [Facebook.com/CuidadoDeSalud.gov](https://www.facebook.com/CuidadoDeSalud.gov))
- Follow Healthcare.gov on Twitter@HealthcareGov (Spanish: @CuidadoDeSalud)

Become Enrollment Assistants and Champions for Coverage

- If your organization is a community health center or other health care provider, hospital, a non-federal governmental or non-profit social service agency in a state with a Federally-facilitated Marketplace, or a state-partnership Marketplace, and your organization would like to help by training your staff to assist people applying for coverage, you can apply to become a [Certified Application Counselor](#).

- Your organization can apply to become a [Champion for Coverage](#) to help spread the word about the Marketplace.

Review key dates for enrollment

- Individuals must **enroll by December 15, 2014 for health insurance coverage that starts January 1, 2015**. To find the latest, most accurate, information about the Marketplace, visit [HealthCare.gov](#) or [CuidadoDeSalud.gov](#).
- If an individual already has health insurance coverage through the Marketplace, **it is time to review their plan and decide if they need to make changes for 2015**. A person can choose to stay in their current plan if it is still offered or select a new plan. If a person does not take action by December 15, 2014, they might miss out on better deals and cost savings.
- The second open enrollment lasts from November 15, 2014 – February 15, 2015.

Share Your Stories with us

- Let HRSA know how you are helping to support MCH populations access and use health insurance coverage at #EnrollMomsandKids and #ChildHealthDay2014. Additional resources are available at <http://mchb.hrsa.gov/childhealthday/>.

With the second open enrollment period occurring between November 15, 2014 and February 15, 2015, uninsured Americans once again have an opportunity to access comprehensive and affordable health insurance coverage. MIECHV grantees are uniquely positioned to ensure that MCH populations and their families gain access to and utilize health insurance coverage and we appreciate your ongoing efforts.

Thank you for partnering with HRSA in this unprecedented opportunity to improve the health of women, children and families in the communities you serve.

Sincerely,

David Willis, MD, FAAP
Director, Division of Home Visiting
and Early Childhood Systems